



Collaborative Summer Library Program

Board of Directors Meeting

November 5, 2014

12:00 p.m. CST Conference Call

1. Roll Call – Karen Day

- Present: Yother, Buntin, McLain, Rockwell, Mishler, Crist, Rafferty, Donovan, Space, Buntin, Johnson, Black, Johnston, Langley, Day, Wilkerson. Not present: Lyons

2. Call to order –Karen Yother

- Rockwell called the meeting to order at 12:05 p.m. CST.

3. Upstart Follow Up – Karen Yother and Karen Day

- Yother sent out an update via email from the meeting with Upstart. She felt that the meeting went well and that we will continue to have a positive relationship with them. She also felt confident in working with Heidi as our liaison.
- Highlights: Upstart spends 1000 hours writing and editing the manual. They are concerned about the amount of time it would take CSLP manual chairs to do the same work. Yother suggested that the manual chairs/committee chairs meet next week to discuss letting Upstart continue to be in charge of writing and editing but with more of our oversight and input. We do want to change the process. However, it might be better to just get more involved in 2016 and see how that goes before committing to taking it all on. The other significant changes they did not have a problem with, such as the procurement of an artist or the increase in the fee from 10% to 12%. Overall they did not have any issues with the rest of the changes in the RFP and it appeared as though they would bid again.

4. Executive Director update – Jasmine Rockwell

- Since the meeting in DC, the proposals from the search firms were due to the subcommittee. Rockwell received one proposal, from QTI. She conducted reference checks and is submitting the proposal for a vote from the Board.
- Board response: A couple people liked the QTI proposal. One concern voiced was the lack of experience with a national organization seeking an ED versus recruiting for regional leadership. Others were concerned about the lack of responses from the search firms in submitting proposals in general. There were suggestions about trying to find out why some firms did not respond to us (How did we follow up? What comments did they have? Which firms were on the list to pursue?) Rockwell provided any information that she had on the firms which had been suggested by the Ad Hoc committee (i.e. one declined due to workload.) There were questions about other firms such as the firm COSLA used for their search (AMR) and Bradbury Associates. Black and Johnston volunteered to assist with any follow up.
- It was also suggested that spending additional time seeking a search firm could push the deadline for our hiring past the June date. Depending on the amount of time, it might even push further back from the annual meeting so the whole board or part of the board would

need to come together to interview at a later date. However, it seemed that members of the Board were interested in taking a little more additional time to follow up with some of the known firms. It was suggested that we extend the deadline an additional two weeks and that Black and Rockwell would follow up with the firms from the list and report back.

5. White Paper update – Susan Pannebaker & Elizabeth Rafferty

- The committee met via conference call to review the latest research presented. There were several questions. Some of the questions had to do with the lack of information presented and whether it was going to be available. Other questions were simply providing more detail on some of the studies they found. Rafferty submitted the questions to the research firm.
- Rafferty let the board know that she asked the firm to provide additional information in two weeks. It is possible it wouldn't be enough time for new research but should be enough for some follow through on research presented, and some of the questions from the committee (i.e. what avenues can we pursue if the research simply hasn't been done?) Rafferty will continue to update the Board.

6. Website and Logo Update – Karen Yother

- Yother is meeting with Zach from Reingold tomorrow. She should have something to send to the Board by the end of the week

7. Vendor 2017-2018 RFP finalized – Betsy Johnson

- Johnson had a few questions for the Board.
 - The RFP states that Upstart is responsible for providing a catalog (or similar) for school partnerships. Johnson asked if we still needed this or if we could use the same catalog for all? Board agreed on just having the one catalog.
 - The timeline for reviewing the manual needs to be looked at by the committee chairs. Can they review at their meeting and still discuss to make it in time? (Yes.)
 - Customization: Betsy asked to remove because it's not really applicable.
 - Betsy recommended the date is changed from December 1st to October 1st as the deadline for when the program is finished. Yother indicated that Upstart sells off all materials from the warehouse in October so no reason to have December as the date. We will need to update the rules of use.
 - The Board agreed with her recommendations.

8. PSA Update – Charlotte Johnston

- Johnston and the committee will have the PSA storyboards by the end of this week. Daniel Judson has decided he may not use a song; however, there will be a standalone audio file for people to use.
- Kate DiCamillo filmed her spots and sent them to Johnston and Yother for review. They are not as high energy as Daniel's PSA proposal so they may not blend very well to together. He'll need to discuss how to put them together with the material we have.

9. Others Announcements

- Black updated the group on the gathering of statistics for summer reading from state reps. She asked State Reps what they collect and how. The bottom line is that everyone collects different things. She is going to create a surveymonkey and ask one question of state reps: "For each age group, how many participate in summer reading?" She'll gather the information and then we can see what the answers are. It might be helpful for our research, or we might be able to decide what we might need to ask in a follow up survey. Yother said there will be time at the Annual Meeting to discuss statistics.
- At the Board Meeting, McLain volunteered to review the front matter and asked about a deadline. Crist said the early literacy committee was already reviewing her front matter. Yother said since there is no formatting, the January 15, 2015 deadline should be sufficient time.

10. Next Board Meeting – December 10, 2014 – 11:00 a.m. CDT

- Please mark your calendar for the next meeting, by conference call on December 10, 2014 at 11:00 CST.

McLain moves to adjourn. Second by Rafferty. Motion carried.